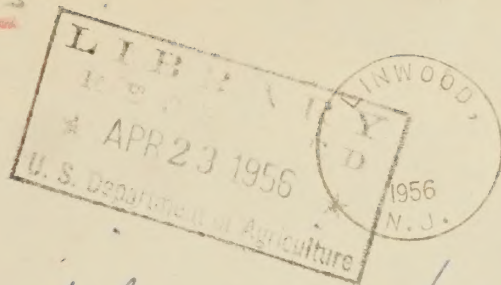


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MULTIFLORA HYBRIDS



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"THE MULTIFLORAS"

"The Multifloras", as their name implies, produce bouquets and bouquets of large, double-frilled flowers. The plants are wonderful bloomers and come in range of six distinct colors.

- ★ MULTIFLORA PINK....\$2.00
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Any Four Plants \$7.00 postpaid
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"WHITE WONDERS"

We Have Developed Five Very Fine White Seedlings, All Different and All of Real Merit.

- ★ THE NEW ALMA WRIGHT—a real beauty, large, fully-double blossoms, many highlighted with yellow pollen center. A profuse bloomer and symmetrical grower, medium green foliage...\$2.50
- ★ POPCORN—similar to The New Alma Wright, but with girl type foliage.....\$2.50
- ★ STARDUST—giant white-fringed flower, deeply scalloped petals and ruffled foliage.....\$2.00
- ★ SNOWFLAKE—large single, free-flowering white, heavy clusters of flowers and wavy foliage...\$1.50
- ★ ALASKA—heavy blooming single white with beautiful girl foliage.....\$1.50

"SINGLE GENEVAS"

Beautiful Single Blossoms, Edged in White.
One of Our Finest Series.

- ★ LAVENDER HALO—selected from hundreds of seedlings for its long lasting white edge, surrounding red lavender flower, deep green foliage.....\$1.50
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- ★ LAVENDER SILHOUETTE—a blue lavender similar to Silhouette\$1.50

"JERSEY GIANTS"

Giant-Flowering Singles, Famous For Their Bright Colors and Profusion of Bloom.

- ★ OCEAN WAVES—interesting velvet blue flowers with waved petal edge, deep green foliage...\$1.00
- ★ ULTRAVIOLET—a royal blending of deep and deepest violet hues, pretty foliage.....\$1.50
- ★ BLUE BEAU SUPREME—dark blue flowers, deep green foliage.....\$1.50
- ★ BLUE BELLE SUPREME—medium blue, excellent bloomer.....\$1.50

"DOUBLES"

Clusters of Long-Lasting Blossoms.

- ★ LYON'S PINK CLOUD—richly-colored double pink blossoms, good bloomer, very popular in '55...\$2.00
- ★ PINK POPCORN—a new and very pretty delicate pink, large flowers blooming freely in heavy clusters on upright stems-lovely foliage ruffled and reddened below\$2.00
- ★ REGENCY—giant purple flowers, fully double and slightly ruffled, supreme type foliage.....\$1.50
- ★ CREME PUFF—a dainty, tu-tone double lavender with attractive diminutive foliage.....\$1.50

"PASTEL FRILLS"

Delicate Frilled Flowers in a Pretty Array of Colors.
Attractively Fringed Foliage.

- ★ PINK GLACIER—a real beauty with vibrant pink fringed flowers standing erectly above frilled foliage. Flowers have good texture and last well. Superior to anything in its class.....\$2.00
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- ★ HAPPINESS—a light velvety purple...\$1.50
- ★ STARGLOW—a sparkling white-fringed flower \$1.50
- ★ RAPTURE—a giant red-lavender.....\$1.50
- ★ LOVELINESS—a beautiful blue lavender.....\$1.50

"DOUBLE GENEVAS"

Each Petal of These Double Flowers is Edged in White.

- ★ EDNA FISCHER—lovely plum shade double, white edged, foliage reddened below.....\$1.50
- ★ SILVER LINING—medium blue, good in summer.....\$1.50
- ★ SPARKLING BURGUNDY—strong growing reddish blue.....\$2.00
- ★ POWDER PUFF—deep blue, rosette type flowers.....\$2.00

"NOVELTIES"

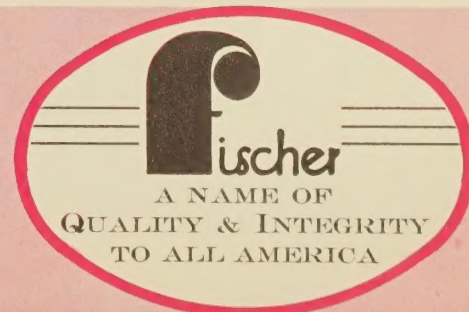
Old Favorites That are Distinctively Different.

- ★ BLUE BUTTERCUP—light-blue, cup shaped flowers and girl foliage, a petite grower.....\$1.50
- ★ TINKER BELLE—a red lavender Geneva with excellent white edge, diminutive grower.....\$1.00
- ★ SUNDOWNE—red-lavender, pansy-like flowers, in a profusion of bloom, girl foliage.....\$1.00
- ★ BOUNTIFUL—light-lavender pansy-like flowers, medium green foliage.....\$1.50
- ★ FANCY FRANCES—sprightly deep blue flowers, pansy-like in character, girl foliage.....\$1.00

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Any \$ 4.00 Selection **Only \$3.75**
Any \$ 6.00 Selection **Only \$5.25**
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All 32 Plants in Color Spread—Regular Value \$54.50 **Only \$38.00** postpaid.



BLUE HALO

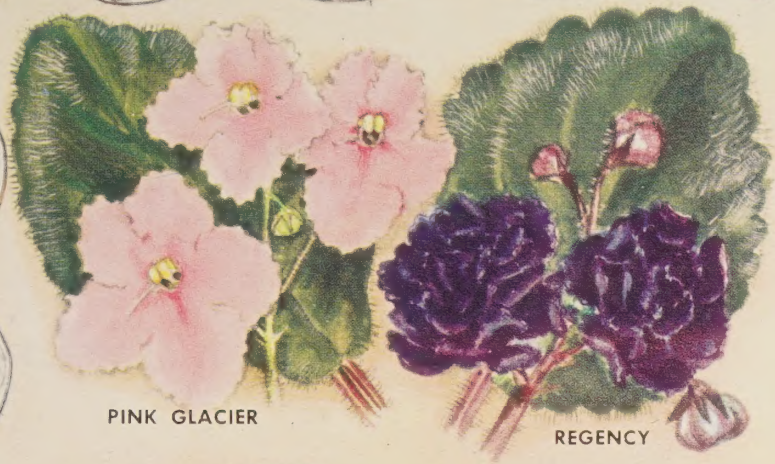


THE NEW ALMA WRIGHT



BLUE DUET

Tilman K. Scheer



PINK GLACIER

REGENCY



STARDUST



BOUNTIFUL

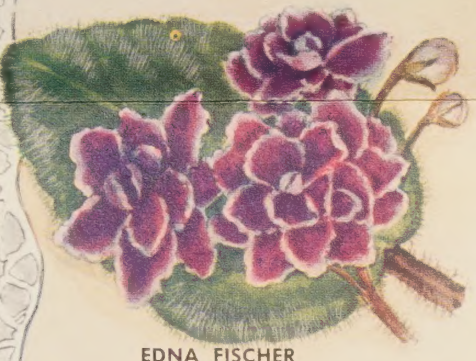


POWDER PUFF



LYON'S PINK CLOUD

BLUE HALO



EDNA FISCHER



ULTRAVIOLET



RAPTURE



ALASKA



SPARKLING BURGUNDY



THE NEW ALMA WRIGHT



LAVENDER HALO



SILHOUETTE

*"The
Multifloras"*



POPCORN



OCEAN WAVES



LAVENDER SILHOUETTE



SUNDOWNE



BLUE BUTTERCUP



PINK POPCORN



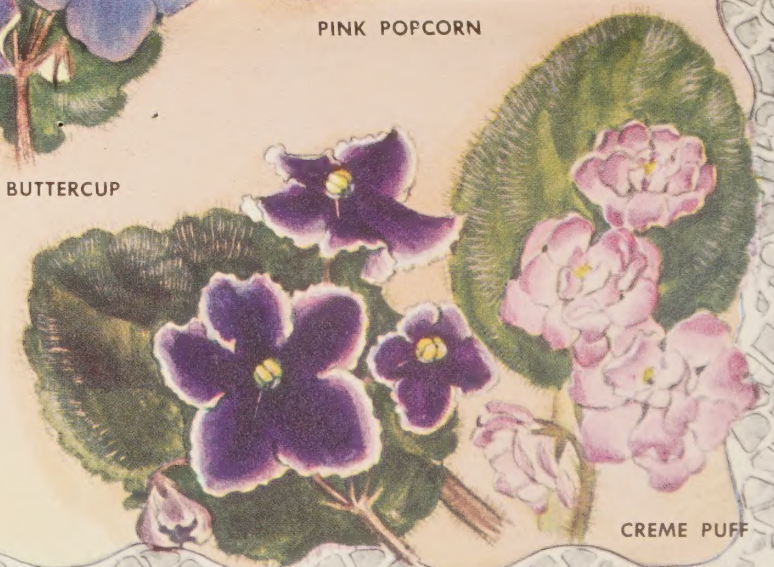
TINKER BELLE



CHRISTMAS STAR



SNOWFLAKE



BLUE DUET

CREME PUFF



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TELEPHONES: SOMERS POINT 3412 and 3325

Date:.....195....

Please send to (name).....

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The following Items:

QUANTITY		I T E M	AMOUNT
Rooted Cuttings	PLANTS		
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		Multiflora White \$2.00 (R. C. 50¢)	
		Multiflora Blue \$2.00 (R. C. 50¢)	
		Multiflora Sky-Blue \$2.00 (R. C. 50¢)	
		Multiflora Mauve \$2.00 (R. C. 50¢)	
		Multiflora Lavender \$2.00 (R. C. 50¢)	
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		Any Four Plants \$7.00	
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		The New Alma Wright \$2.50 (R. C. 50¢)	
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		Pink Popcorn \$2.00 (R. C. 50¢)	
		Regency \$1.50 (R. C. 35¢)	

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Any \$4.00 Selection **\$3.75** Any \$15.00 Selection **\$12.75**
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		Creme Puff \$1.50 (R. C. 35¢)	
		Pink Glacier \$2.00 (R. C. 50¢)	
		Christmas Star \$1.50 (R. C. 35¢)	
		Happiness \$1.50 (R. C. 35¢)	
		Rapture \$1.50 (R. C. 35¢)	
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		Tinker Belle \$1.00 (R. C. 25¢)	
		Sundowne \$1.00 (R. C. 25¢)	
		Bountiful \$1.50 (R. C. 35¢)	
		Fancy Frances \$1.00 (R. C. 25¢)	
		V-C 13 (8 oz. bottle) - - - - \$2.50	
		African Violet Soil 2 lb. bag.....\$.60	
		5 lb. bag.....\$1.00	
		"An Easy Guide to African Violets" \$1.95	
		*Postage	
TOTAL \$			

* **Postal Rates**—Plant orders \$6.00 or more postpaid. Add 50¢ to help defray mailing expenses on smaller orders.
Cutting Orders—\$3.00 or more postpaid, under add 25¢.
Special Delivery—add 45¢.
Air Parcel Post (domestic)—add 50¢ per plant over regular delivery charges.
Soil Postage—On 2 lb. bag 30¢ (60¢ West of Miss.)
Soil Postage—On 5 lb. bag 40¢ (80¢ West of Miss.)
V-C 13 Postage—35¢

FISCHER'S FIVE STAR AFRICAN VIOLET SOIL



- ★ STEAM STERILIZED FOR CERTAIN SANITATION.
- ★ HIGH ORGANIC CONTENT—GOOD DRAINAGE.
- ★ PROPER FERTILIZER LEVEL FOR REPOTTING.
- ★ READY FOR USE WITHOUT FURTHER MIXING.
- ★ GOOD FOR MOST ALL HOUSE PLANTS.

A bag containing over 2 lbs. (enough for about 10, 2 1/4" pots or 5, 3" pots) 60¢—Giant Economy Bag 5 lbs. only \$1.00.

Mailing—on 2 lb. bag 30¢ (60¢ West of Miss.)
on 5 lb. bag 40¢ (80¢ West of Miss.)

V-C 13 WONDER CHEMICAL For Control of Nematodes

This amazing new material is simply watered on your violets to give complete protection against nematode infection. Safe for violets and many other plants if used as directed. Much of our stock treated.

8 Oz. Bottle (enough for hundreds of plants).....\$2.50, postage 35¢.

"An easy guide to African Violets"

A brand new book by Bill Meachem, horticultural writer and editor, that's wonderfully clear, complete and concise. Easy reading with all the latest information. Only \$1.95 postpaid.

VISITORS WELCOME . . .

We send wonderful plants through the mail, but there is nothing like seeing for yourself the thousands and thousands of plants that we grow. We welcome your visit, and the greenhouses are open daily, including Sunday to 5 P. M. We have, of course, many varieties that we can't list in our folder . . . There is a treat in store for you at the greenhouses!

SATISFACTION GUARANTEED

Our improved packing methods and the use of good insulators in cool weather, virtually assures safe arrival. We have satisfied customers in 48 states, Hawaii, Alaska, Canada, England, Central and South America. In case of loss or damage of plants, notify us immediately. We will replace without charge.

YOUR SATISFACTION IS GUARANTEED!

WHEN ORDERING BY MAIL—

All shipments will be made by Parcel Post unless you request otherwise. Generally shipping season begins in mid-April and continues through mid-November, depending on the weather. All plants shipped in 2 1/4" pots. We reserve the right to limit quantity of purchase on new introductions.

Please send money order or check with orders. No C. O. D. We pay postage on orders of \$6.00 or more. Please add 50¢ to help defray mailing expense on smaller orders.

SPECIAL DELIVERY—add 45¢.

AIR PARCEL POST (domestic)—add 50¢ per plant over regular delivery charges.

It's Easy to Grow Good Violets

It's easy to be a "Green Thumb Violet Grower", and have your plants growing and blooming luxuriantly. The rules are simple and we have listed the more important of them.

LIGHT—"More light will generally bring a shy bloomer into flower". This is the first and most important "Green Thumb" rule. We find that people generally give their plants too little light. Violets even like some direct sunshine, though prolonged sun will often cause a yellowing or "sunburn" of the foliage. It is generally advisable to select the brightest window of your house and then provide a little shade (curtain, etc.) when the sunlight becomes too intense. Some people cannot find a sufficiently lighted spot, or perhaps they want to grow violets in dark parts of their home. These folks should consider the use of fluorescent light. Violets and many green plants grow beautifully under fluorescent light. Complete details may be found in "An Easy Guide to African Violets".

HUMIDITY—Violets like a high humidity. This is difficult to provide in most homes. Bottom watering helps, but since humidity is most always a problem, proper watering becomes especially important.

WATER—"A Green Thumb Violet Grower" will keep plants fairly moist, neither excessively wet or dry. Either extreme can harm plants. If you bottom water (and this is a good method) simply add water to the container underneath the pot, but allow the saucer to dry between waterings. It is a good idea to top water occasionally (with warm water) to redistribute the fertilizer in the pots.

TEMPERATURE—Violets are a tropical flower and they should have fairly warm temp-

eratures. Try to grow them in the range of 60 to 75 degrees.

FERTILIZERS—Violets like a soil of medium fertility. If your plants are growing actively use a balanced feed about once a month. Soluble feeds are good, if used according to directions. It is easy to overfeed, however, and if plants look stunted and yellow, you'd better consider that the plant might be suffering from an overdose as well as a shortage of feed.

SOIL—If you're a "Green Thumb Grower", you'll use a sterile soil, whether your own or purchased. You can sterilize soil by heating to 180°F for 30 minutes. A well prepared soil should have good drainage and ample organic matter.

INSECTS AND DISEASES—We now have an answer to the Nematode problem. These destructive little "eelworms" that do so much damage to roots and stems of violets can be controlled by the use of V-C 13, amazing new chemical described separately on this page. Other insects can be eliminated by such materials as rotenone sprays, malathion, etc. The "Green Thumb Grower" will often use fermate to control violet diseases. Complete directions on disease and insect control may be found in "An Easy Guide to African Violets".

Prevention is still the best cure, however, and you should make sure that all your plants come from a reliable grower. This is the best assurance of healthy stock.

If you use these rules as guides and make your own experiments to find the best conditions for your particular home, you'll find that your violets will be healthier, more full of blooms and more fun, too. And you will be a "Green Thumb Violet Grower", too.

Fischer . GREENHOUSES
LINWOOD NEW JERSEY

